

Library as Knowledge Center: Managing Local Content Through Community Based Library in Indonesia

by Nove Eka Variant Anna

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ABSTRACT

Surabaya city library delivers a program called Community based public library or *Taman Bacaan Masyarakat* (TBM). The purpose of deploying this program is to reach all society within Surabaya city areas with more than 3 million of population that spread in 144.000 sq mil. There are approximately 400 TBMs that exist in Surabaya city areas, and the city library is planning to build a thousand TBM in Surabaya by the end of 2015. For every TBM center is controlled by one trained TBM officer who is fully paid by the city council to serve the society. All TBMs serve community as a representative of the Surabaya City Library, so users who cannot visit Surabaya city library still gain the library services through TBMs. TBMs have standard collection between 500-3000 books and run some services especially for children, such as study group activity, drawing and coloring, art session, games, and support women community such as cooking, parenting, and handycraft classes. The main purpose of this paper is to develop library as knowledge center by managing local knowledge / content through TBMs. We saw the TBMs as potential asset for Surabaya city as a knowledge center in order to support community with qualified information. It is good opportunity to use TBMs in Surabaya to capture, manage, and share those local contents as asset in the future. In order to reach the asset some steps should be taken to empower TBMs to have its total functions, first by conducting SWOT (strengths, weaknesses, opportunities, and threats) analysis. Following that, capturing local knowledge is undertaken by involving the TBM's officers and society surround the TBMs. In this stage, TBMs should be able to provide spaces and activities that allow local knowledge to be captured. Managing local knowledge is second activities after capturing by applying computer or paper to be used for documenting those knowledge. Finally, share the knowledge to people who need it through personal services or online. The benefit of using this program for the city library is that the city library can store local knowledge database for the necessities of the people of Surabaya. The local knowledge database can be collected from the 400 standing TBMs. Furthermore, TBMs will provide society with high quality information by putting value to the local content. Furthermore, TBMs also functions as an information center to help government provide information about making any policy such as the latest issue about the National Health Insurance systems. It is needed then to consider another TBMs' usefulness than just lending books and delivering traditional services. TBMs should also act as an agent of change for the society by changing the way to manage content using knowledge management perspectives.

Keywords: knowledge center, local content management, knowledge management, community based public library

Introduction

Surabaya is one of the biggest metropolitan city in Indonesia and for that reason Surabaya has its diverse communities. One of the most iconic community in Surabaya is the 1000 Community based Library (TBM). It is a program that co-operates with both of the Surabaya mayor and the Surabaya city library. In 2015, Surabaya also declares as a city of literacy. The idea of a literacy city is when the mayor requested to have many libraries which are easily accessible to all type of societies. She then initiated to build the Surabaya City Library which is located in the wide areas with huge population. The 1000 TBMs program is initiated afterward. It is a program to create the public easement to have eagerness accessing the library as a place of reading interest.

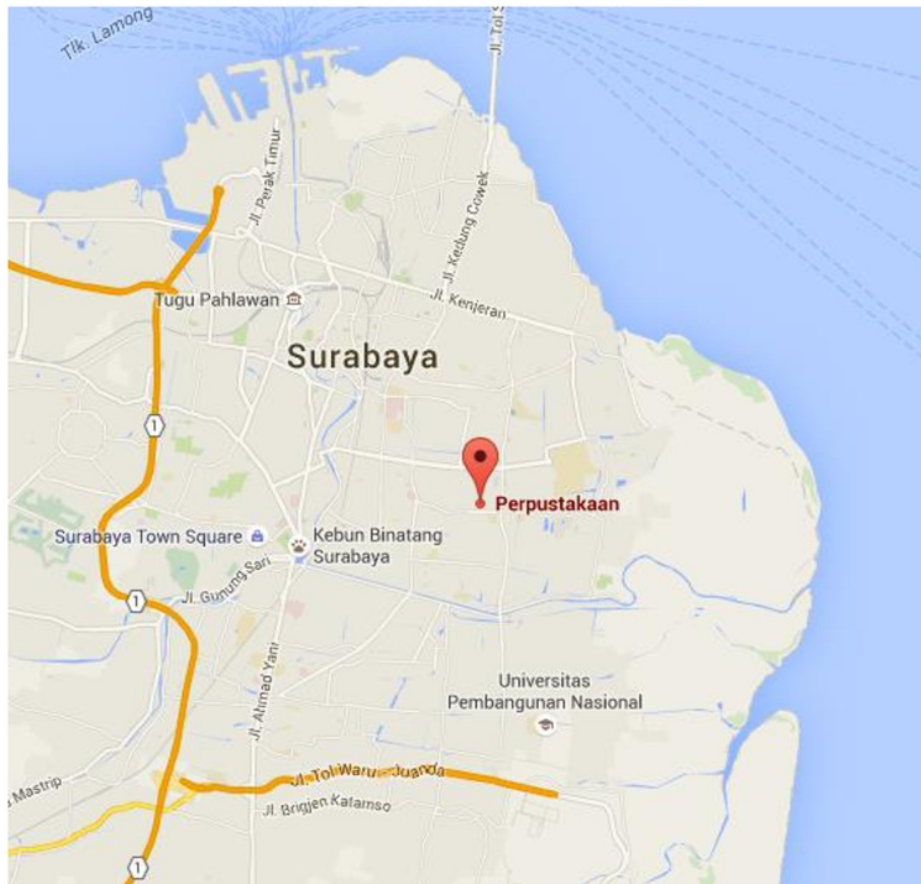
Taman Bacaan Masyarakat TBM is a program run by the Surabaya City Library. The program has been implemented from 2007-2014, and now the number of TBM is increasing and reaches approximately 400 TBMs throughout Surabaya. TBM is a very small library or reading corner or reading garden that exist near the housing. The City Library argues that this is the right program to spread out the library services to all Surabaya people equally. Previously, Surabaya people who live far from City Library do not have access to information resources. The concept of TBM is different from rural/village library. TBM in this study is a very small library for public, which has collection range from 500-3000 copies. The collection consists of general knowledge, children books (fiction, comics, novels), hobbies books (recipes, crafts, and do it yourself/DIY), religious books, and school textbooks.

During its development, the TBMs also provide community development programs, such as providing a place for home industry training programs (handy craft, traditional cakes, crafts from recycled, up to the garage dynamo) (anna, et al, 2013). There are also some activities in TBMs that involving children such as study group program, story telling, educative games, handy craft for children. Those programs and activities also support regular services such as borrowing and reading books. TBM also become an alternative place for leisure activity for some users especially for women and children, since they live closed to the TBM.

Seeing some functions above, TBMs have strategic position in the society, and the following paper wants to provide some recommendations for the new function of the TBM as a knowledge center, which is able to manage and share the local contents of Surabaya.

Surabaya City Library

Picture 1. Surabaya City Library Map



According to the map, the Surabaya City Library is located in the South-Eastern of Surabaya area. The library location is not in the strategic location such as in city center or center of attraction. The library is near settlement and in quiet area. To reach the library, there are some options, such by public transportation called *bemo*, taxis, or private vehicle like motor bike, bike, or car. Public transport is limited, not many *bemo* pass this place. So, the library users are limited to people who live near the library, or students who study near the areas.

To overcome the limited access to the Surabaya City Library, the Surabaya council in cooperation with Surabaya City Library deliver program called TBM, that is spreaded all around Surabaya City areas. Now the number of TBM in Surabaya is approximately 400 TBMs, and it grows significantly every year. The initial aims of TBM are to support people who live far from Surabaya City Library with the information, to help developing reading habit among children, and empowering societies.

Local content

Local content or known as local wisdom, or local culture is beliefs, wisdom, culture, that comes from any society, including from Surabaya society. However, it is now overtaken by globalization. People, especially youngsters are easily adopt the modern culture that arrive in society than the local one. They can access any information about modern culture easily, but find difficulties when accessing the local content. Many websites provide information

about modern and latest culture information but rarely produce website about traditional heritage. Greater exposure of globalization among adolescence is marked by changes in the way of mingle, socialize, and change their point of view. Wherein in the previous time many local values are used to guide people to behave in society, at this time these values begin to disappear, for example, the style of speaking between children to their parents or older people, the way young people to dress up is more free and open, the use of slang language more often. Exposure of globalization from mass media such as television and newspapers and the Internet makes local content have no power to display their credentials. So this is time for public library to act as an agent of change to provide useful information about local tradition and culture.

Local contents in this paper are the values of local wisdom in Surabaya city community. When we trace back to the past, Surabaya was established on 13th of May 1293, it marked by the triumph of the kingdom of Majapahit, and then in the 1500s became a milestone of Islamic religion entering Surabaya. 1600s Surabaya was under the control of the Dutch VOC, and in the early 1900s was under the control of the Dutch East Indies. Seeing the city of Surabaya has long journey to this point, and many local wisdom values are inherited. Not many people can get historical information about Surabaya and they do not know where to go to find such information. Surabaya also has many historical places and buildings as part of the City of Heroes. Many old buildings stood up unpreserved and people who live nearby are unaware about those valuable historical buildings. Not limited on that, local content may vary from urban legends to traditional songs, dances, clothes, traditional foods, equipments, traditional games, and many more.

TBM as Knowledge Center

TBM as knowledge center means that TBMs have functions of capturing, managing, and presenting knowledge from local contents designed for locals' reading facility. TBMs should have also a function for providing information sources to a nearby community. Therefore, TBMs must have some infrastructures to support the achievement of knowledge center functions better than its earlier function which is merely a representative of the Surabaya City Library to serve all levels of society. TBM only serves basic information needs such as reading and lending books. TBM as knowledge center can also mean to provide valid and reliable answers for any questions needed especially about local contents. In doing so, TBM should be able to capture, process, and share the local contents.

The role of TBM officers is important to create knowledge center, the staffs should be actively involved in knowledge creating process. They can provide comfortable spaces for users to share their stories about Surabaya, or by organising events and inviting some 'important' people to share their knowledge about local content of Surabaya. Once the information is captured, then the officers manage and display those information for users.

The Framework

The library as knowledge center will not possibly happen without any supporting facility and human resources. The next is the framework of library as knowledge center that consists of (1) library staffs, (2) information technology, (3) local content, (4) capturing, processing, presenting, and sharing the data. Those framework components are not always compulsory to be fully fulfilled, for instance TBMs are very small size library and most of them do not apply information technology such as computer, internet, or telephone for the operation. However, to become a better knowledge center, a better usage of information technology is important in order to support better services.

Library staff

Staff has become the main subject in performing the role as a knowledge creator in TBM. The TBM staff should be able to build a knowledge sharing culture to the local society. He/she also should promote and facilitate knowledge sharing activities. Knowledge sharing can be done in regular activities either non-routine. The staff should also provide a place for discussion and encourage TBM users to participate. The TBM staff also should be able to create a comfortable atmosphere for visitors to obtain and provide information through the facilities provided by the TBM.

To fulfill these roles, TBM staffs must have knowledge about local content, where to find it, and how to find it. They also should have an investigation skill with good communication skill and ability to collect information from the respondents. The staffs should play an active role to search and find information about local content in their area. Beside of that the ability to manage local knowledge/contents is needed. They should also be active to invite people to participate in sharing information related to local content around the TBM.

Information Technology (IT)

Information technology is not the determining factor but as a supporting equipment in order to develop TBM as a knowledge center. If Computer and Internet network are a basic requirement of information technology, IT then is needed to run well the services. IT is used to gain well developed process of capturing, serving, and presenting local knowledge. Library staff will use the IT program to write the results of the local content obtained. Computers are also used to make programs for capturing local contents.

With a computer and internet network the library staff can interact with users through social media and online discussion forum. In addition, the use of smart phones can also replace the computer if it is considered more efficient and cheaper. Today many users, especially adolescents and adults have smart phones and social media applications to be used for the efficiency of the program.

Local Content

Local content includes stories / information about the society who lives around TBMs. There are more 400 TBM in Surabaya, which is spread across RW / sub-region of Surabaya. So each TBM will be responsible for the content of existing local sub-region. The local content will be collected to record the history of Surabaya, heritage buildings or sites, traditional foods, local wisdoms, traditional cultures, songs, and dances, urband legends and many more.

In addition, to manage local content, TBM can also be a place for knowledge creation and innovation for its users, through regular discussion programs or leaders invitation from various fields. The management of knowledge sharing for TBM is recorded and all of the information is created.

Capturing, Processing, Presenting Local Content

Capturing is an activity to collect local content, there are several methods that can be done, (1) interviewing community leaders or elders of the community about their experience, local cultures, and history of the region. Interview can be done by a TBM staff by visiting or inviting the leaders or elders so that they come together to TBM. (2) through regular discussions involving multiple parties or entire communities who want to contribute, TBM staff can give particular topic regarding of local content such as traditional foods, historical buildings, and some local values.. (3) through the document collection of local content from secondary sources, for example from books, the Internet, and other sources. (4) collect feedback and information from users, as well as open discussion especially online media (Casey, Savastinuk, 2006).

Processing local content is the second stage after the information had been collected. In this process there are several activities that must be performed. First, select all local content entries, in this selection phase, local content will be selected and grouped, the content of which is not in accordance is disposed and left by taking the important and appropriate content only. Second, validate the content that has been grouped, this validation can be done by cross check other sources, for example with other informan or from existing reference sources. The third step is presentation of local content into a format that is more formal and easy to access.

Presenting local content can be done through electronic media as well as manually. The results of those local content are collected and managed by the Surabaya city librarian with a special service to serve local content. The portal can load the entire local content in Surabaya that has been collected by the TBM staffs. From that, the portal is provided to be used as a place of discussion and as a place of posting information. That way indicates that the set up of the new content for local communities is set to have flexibility when they want to share local information content.

SWOT analysis

Before performing the local content management to function librray as knowledge center, the SWOT analysis will be conducted to see the readiness of TBM to become knowledge center.

Strengths:

(1)The TBMs location are in the middle of society. So, the Surabaya people will easily access the TBM anytime. (2) TBMs have a full-time staff that is later became a pioneer in collecting, processing, and presenting the content locally. (3) Skillful library staff, TBM is supported with the skillful staff to manage the library and their skills are constantly updated with periodic training by the Surabaya City Library. (4) TBMs have basic facilities and spaces as a meeting point.

Weaknesses:

(1)Not all TBMs have information technology equipment, such as computer and internet connection. (2) Some TBM staffs are employed on a part-time basis such as a libraian in school library. (3) TBMs do not have and manage fund.

Opportunities:

(1)Local content in Surabaya has been unexposed, so there are still much number of content that can be collected and processed. (2) There are not many librarians serving local content as part of their service. It is only in Surabaya-UK Petra Library with *Desa Informasi* and the state library of Jawa Timur. (3) There are some added value for the TBMs, so they will be visited by the public more often.

Threats:

(1) People are reluctant to come to the TBM to share information because TBM open hours are during working hours. That moment is difficult for most of the people to come in the working hours.

The strategies that should be done by the TBMs refering to the SWOT condition above, are:

Opportunities-Strengths strategy, the following are strategies to manage local content by considering the opportunities and strengths. (1) equip TBM staff with the knowledge and skills to manage local content for instance in capturing, processing, and presenting those information. Surabaya City Library can provide training on preserving local content, and on

providing usefull sources about local history so the TBM staff will get sufficient knowledge about Surabaya history. (2) Transform TBMs as place to create local content-related knowledge, by providing facilities that support the community in sharing. This can be done by providing clean and friendly spaces so all communities are welcome to the TBM. Giving historical related information to the users for their discussion sources. (3) invites all nearby public to love local culture / local wisdom and invites them to preserve through interesting activities that vasilitated by TBMs.

Opportunities-weaknesses strategies, the strategy for the TBM in managing local content taken from opportunities to cover up weaknesses. (1) take advantage of smart phone technology that can be used as a tool to gather users, especially young users. The TBM staffs should be active to encourage young users to promote local heritage. They also should update information about local content within the TBM networks. (2) TBM staffs can manage local content manually if their TBM do not have information technology such as computer and wifi connection.

Threats-strenghts strategies, local content management strategies to minimize the threat by using the Strenghts are, (1) TBM staff should be more proactive to invite users and communities around the TBM in order to participate in the local content creation. (2) to make TBM as an attractive place for users or communities, by creating programs or activities that attract users to come. TBM can celebrates all remarkable or historical days in Surabaya by displaying information and products related to historical days in TBM, so people will come to TBM and learn about the local heritages.

Threats-weaknesses strategies, TBM strategy to reduce threats and vulnerabilities is to (1) utilize existing technology in TBM, for example if the TBM is managed manually (paper), so the ability of the TBM staffs in collecting, processing, and presenting local content needs to be added. For TBM, managing all services manually is possible, since the TBM size is small, and the collection is limited, they can use smart phone to store the local content. It is good that Surabaya City Library provide special computer and storage for all local content that have been collected. (2) Cooperation and promote the various parties to the community about local management program content, so that the future can capture a lot of information.

According to the discussion above, the advantages and opprotunities in developing TBM as a knowledge center are the accessibilities becuase the strengths and opportunities overcome the weaknesses and threats. This is a good chance for Surabaya City Library to take the benefits from the TBMs that they have build utilization and transformation for the TBMs function not only to serve reading and lending books, but also as a place where users can gain information about local content.

Picture 2. Inside of TBM



Conclusion

The role of the TBM can be maximized by making it as one of the knowledge center to provide information about Surabaya local content. The TBM location which is in the midst of society brings many advantages in gathering local content, as well as the great amount of 400 TBMs as the ideal agents in collecting local content. The presence of TBM staff is important. They should be able to collect, process and present the content locally. Local content can be collected include local culture / local, values and habits of the local community, urban legend, history Surabaya, old buildings, and others.

Reccomendations

1. The Surabaya City Library can maximize the function of the TBM through local content management program by providing additional training to the TBM staffs by using the concept of knowledge management cycle, ranging from the capture, processing, sharing and presentation. (Dalkir, 2008).
2. The TBM staff should change their mindset, where previously the staffs only serve users who come to borrow books and utilize TBM for learning, but the manager must have the desire to preserve the local content.
3. TBM as a knowledge agent has task to collect, process, and present information to the public local content, so the TBM in addition to having the function of providing general information service, also provide local information about the content of Surabaya.

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Appendixes

Picture 3. Handy crafts made by the children in TBM



Picture 4. Activity in TBM



Picture 5. Reading activity in TBM



Picture 6. TBM facilities



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